

WHAT IS CLAIMED IS:

1. A film-forming composition for forming a cold water soluble film, the composition comprising:
from about 50% to about 99.9% of a water-soluble polymer; and
from about 0.1% to about 50% of a principal solvent
wherein a film formed from the film-forming composition will dissolve in a beaker of water at a temperature below about 68° F in less than about 5 minutes with agitation.
2. The polymer film composition of claim 1, wherein the water-soluble polymer comprises a polyvinyl alcohol.
3. The polymer film composition of claim 2, wherein a film formed from the film-forming composition will dissolve in a beaker of water at a temperature below about 50° F in less than about 2 minutes with agitation.
4. The polymer film composition of claim 1, wherein the water-soluble polymer comprises a mixture of two water-soluble polymers having disparate molecular weights.
5. The polymer film composition of claim 4, wherein the water-soluble polymer comprises a first polymer having a molecular weight greater than about 50,000, preferably greater than about 60,000 and even more preferably greater than about 70,000 and a second polymer having a molecular weight of less than about 30,000, more preferably less than about 15,000, and even more preferably less than about 10,000.
6. The polymer film composition of claim 4, wherein the ratio of high to low molecular weight polymers is greater than about 50/50, more preferably greater than about 40/60, and even more preferably greater than about 30/70.
7. The polymer film composition of claim 2, wherein the polyvinyl alcohol is at least partially hydrolyzed.
8. The polymer film composition of claim 7, wherein the polyvinyl alcohol is less than about 90% hydrolyzed.

9. The polymer film composition of claim 7, wherein the polyvinyl alcohol is a mixture of at least two polyvinyl alcohol materials, the two polyvinyl alcohol materials having different levels of hydrolysis.
10. The polymer film composition of claim 1, wherein the principal solvent is an alcohol.
11. The polymer film composition of claim 1 additionally containing a surfactant.
12. The polymer film composition of claim 10, wherein the principal solvent is a diol or a derivative of a diol.
13. The polymer film composition of claim 12, wherein the principal solvent is a cyclohexanedimethanol.
14. The polymer film composition of claim 1, wherein the principal solvent has a ClogP between from about -2 to about 2.6.
15. A film-forming composition for forming a cold water soluble film, the composition comprising:
from about 60% to about 95% of polyvinyl alcohol of an average molecular weight from about 3,000 to about 30,000;
from about 5% to about 40% of polyvinyl alcohol of an average molecular weight from about 30,000 to about 200,000;
optionally, from about 0% to about 30% of a principal solvent; and
wherein said polyvinyl alcohol has a degree of hydrolysis of less than about 90 mol%, and
wherein a film formed from the film-forming composition will dissolve in a beaker of water at a temperature below about 68° F in less than about 5 minutes with agitation.
16. The polymer film composition of claim 15, wherein the film formed from the composition will dissolve in a beaker of water at a temperature below about 68° F in less than about 3 minutes.

17. The polymer film composition of claim 15, wherein the film formed from the composition will dissolve in a beaker of water at a temperature below about 68° F in less than about 2 minutes.
18. A water-soluble film comprising the composition of claim 1.
19. The film of claim 18, wherein the film has a thickness of between about 20 microns and about 80 microns.
20. The film of claim 18, wherein the film is a multi-layered film or laminate.
21. An article of manufacture comprising:
 - a releasable composition to be released into an aqueous medium; and
 - a water-soluble film according to claim 18 encapsulating said releasable composition.
22. An article of claim 21, wherein the releasable composition is a fabric softening composition.
23. An article of claim 22, wherein the releasable composition and the film forming composition comprise a common principal solvent.
24. An article of claim 21, wherein the releasable composition is a detergent for fabric or dish.
25. An article of claim 21, wherein the releasable composition comprises a perfume.
26. An article of manufacture comprising:
 - a releasable composition; and
 - a water-soluble film encapsulating the releasable composition;wherein said releasable composition and said film-forming composition each comprises at least one common solvent.